

## **Gum in Kazakhstan**

Market Direction | 2022-09-13 | 18 pages | Euromonitor

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### **Report description:**

Gum is not a particularly dynamic category in Kazakhstan and was particularly affected by the lower instances of impulse purchases during the time of the pandemic restrictions. Whilst gum is bouncing back in comparison, as lifestyles return to being more sociable again, there are no areas of notable breakthrough to further stimulate sales.

Euromonitor International's Gum in Kazakhstan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Bubble Gum, Chewing Gum.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Gum market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Gum remains undynamic, with sugar-free trends noted in the better-performing chewing gum

Bubble gum continues to face challenges and cannot compete with other indulgencies

Consumer loyalty to Orbit and Dirol sees gum fans stick with their favourite brands

##### PROSPECTS AND OPPORTUNITIES

Chewing gum expected to decline due to rising competition from other indulgent snacks

Brands Orbit and Dirol are the only ones set to see any notable activity in an uneventful category

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